

MAIL TO:
Office of the Attorney General
Registry of Charitable Trusts
P.O. Box 903447
Sacramento, CA 94203-4470

COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES

2000 ANNUAL FINANCIAL REPORT

(California Government Code Section 12599)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1 (Recently enacted).

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



STREET ADDRESS:
1300 I Street, Room 1130
Sacramento, CA 95814
Telephone: (916) 323-5079

WEBSITE ADDRESS:
http://caag.state.ca.us/charities/

Name and Address of Commercial Fundraiser:

CF Number 414
Factor Direct LTD
Name of Commercial Fundraiser
11500 West Olympic Blvd., Suite 540

Address of Commercial Fundraiser
Los Angeles CA 90064

City, State, and ZIP Code of Commercial Fundraiser

Telemarketing held (on) (from) 6/1/2002, 2002, to 12/31/2002, 2002
(Type of Activity) (Date or dates must be shown)

Name and Address of Charitable Organization or Charitable Purposes:

CT No. 52108 F.E.I.N. No. 13-3039601
The Alzheimer's Disease and Related Disorders Association, Inc.
919 North Michigan Avenue

Address of Charity
Chicago IL 60611-1676

City, State, and ZIP Code of Charity

- 1. REVENUE
A. Cash contributions
B. Entertainment sales or admission charges
C. Sales from products
D. Advertisement sales
E. Membership fees
F. Other sources: (Specify)
a.
b.
c.
d.
G. TOTAL REVENUE

22941.00
A.
B.
C.
D.
E.
Fa.
Fb.
Fc.
Fd.
22941.00 G.

- 2. EXPENSES
A. Fees or commissions
B. Salaries
C. Payroll taxes
D. Employee benefits
E. Cost of merchandise for resale
F. Cost of entertainment
G. Postage
H. Advertising
I. Telephone
J. Rental of equipment
K. Facilities charge
L. Permits
M. Other expenses: (Specify)
a.
b.
c.
d.
N. TOTAL EXPENSES

A.
B.
C.
L.
Ma.
Mb.
Mc.
Md.
26305.00 N.
(3364.00) 3.

Please see attached breakdown of expenses

3. Distribution or net to charitable organization or charitable purposes

4. (a) Is any officer, director, partner or owner of the Commercial Fundraiser in any way affiliated with or control, directly or indirectly, the charitable organization for which the Commercial Fundraiser has contracted to solicit?

[X] Yes [ ] No If "yes," complete the following:

Table with 3 columns: Name of officer, director, partner or owner of Commercial Fundraiser; Name and address of charitable organization; Relationship of officer, etc. To charitable organization.

(b) For each affiliation identified in 4(a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, the information is true and complete.

Signature section with names: Thomas Spaul, Daniel W. Williams, SHELLAN GODBERG, and dates: 1/8/03, 1/22/03, 1/22/03.

1/31/03

Attorney General's  
Registry of Charitable Trusts

FEB 24 2003

RECEIVED

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Factor Direct Ltd  
Campaign Expense Allocation

	\$ 26,305.00
Printing	\$ 610.82
Postage	\$ 1,540.10
Telephone	\$ 1,447.04
Payroll	\$ 9,005.93
Employee benefits	\$ 669.88
Rent	\$ 1,436.83
Office manager	\$ 3,117.94
Utilities	\$ 328.28
Equipment	\$ 317.88
Recruitment	\$ 223.91
Computer Programming	\$ 190.19
Office expenses	\$ 5,923.97
P.S. Fee/Profit	\$ 1,492.22
Total	\$ 26,305.00